

Accelerating leadership impact when it matters most™



EXECUTIVE COACHING

MDA
LEADERSHIP

Drive Leadership Excellence with MDA Executive Coaching

At MDA Leadership, we specialize in unlocking the full potential of your leadership team. We help your leaders navigate their most critical challenges, equip them to perform at their very best, and elevate their team's success. As a result, your organization benefits from improved performance, better alignment around strategic objectives, and accelerated business growth.

What Sets Us Apart?

MDA Leadership brings unmatched expertise in leadership development. With a deep history of working with leaders for 45 years, we are leadership experts who understand how to drive both individual and team performance.

Our integrated talent solutions are grounded in your organization's strategic context and supported by powerful assessment insights, enabling us to deliver superior coaching, leadership development, and succession management outcomes. Our proprietary Awaken, Align, Accelerate®

framework and unique purpose-driven coaching approach ensure your leaders get exactly what they need to accelerate their impact and excel.

Perhaps most importantly, we are committed to delivering tangible results. We track and measure specific behavior change, providing you with a clear view of progress and improvement. This data-driven approach guarantees that your investment delivers real, measurable impact.

Partner with MDA today to elevate your leadership performance. Together, we'll build a culture of excellence that drives growth now and into the future.



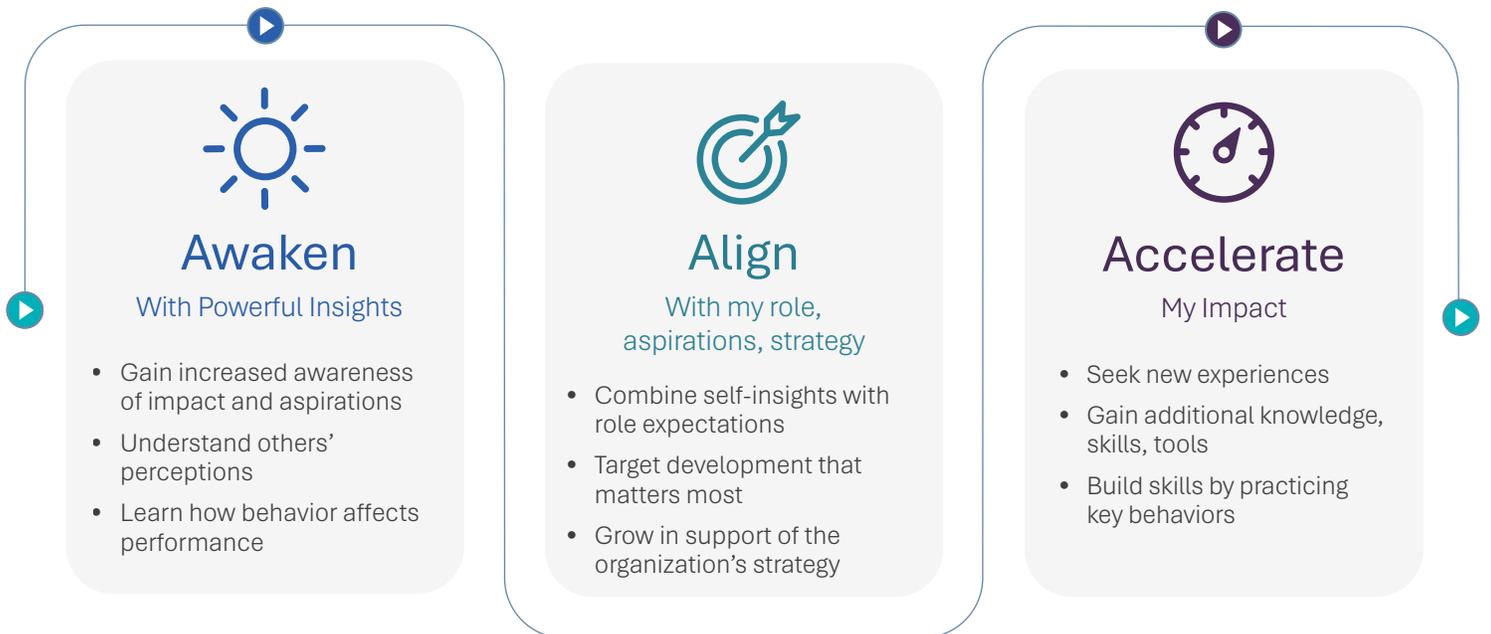
As a corporate executive, it can be lonely at the top. My coach provided me with the objective peer sounding board that I did not have. I learned about my strengths and blind spots—and how those were affecting the way I show up every day. When it came to critical issues or challenges, my coach helped me to navigate through them to find the best answer. In addition, coaching really set the tone and standard for my executive team and organization. I could role model receptivity to feedback and invite others to do the same. Together we created an environment of accelerated performance.

—Holly Cooper, Former CEO, Altumint



Our A3L methodology optimizes your coaching investment

MDA's proprietary Awaken, Align, Accelerate® framework is the foundation of our coaching engagements—and the secret to fostering lasting leadership growth.



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About a year before I became Chief Human Resources Officer, I started working with an MDA executive coach. He changed me and gave me a level of confidence that I didn't think I had. He gave me the tools that I needed to be able to get into this role that I was not sure I was qualified for. Five years later, I joined Sundt's Board of Directors. I never thought that I would have been able to meet these types of career goals. When you talk about how a consultant can change you and help you personally, MDA Leadership—aside from what you have done for Sundt as a whole—has impacted my life tremendously.

—Nicole Calamaio, SVP & CHRO, Sundt Construction

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MDA's purpose-driven coaching aligns with your leader's lifecycle. We've designed our coaching to map to three pivotal moments—when a leader is getting ready or being prepared for a role, when a leader is transitioning into a new role, and when a leader needs to perform with greater impact now within their role.

For individual leaders, we offer Readiness Coaching, Transition Coaching, and High-Performance Coaching. For each of these solutions, our approach differs because the purpose and objectives are dramatically different. We differentiate coaching plans to better meet the leader's needs, resulting in exponentially greater impact for your leaders, their teams, and your organization.

MDA Coaching Solutions



Readiness Coaching

We ensure your leader is fully prepared to make the move to a higher level. They must connect what they know about themselves now to how their skills and abilities will translate to a more demanding and complex role in the future. Together, the coach and leader create a future-focused readiness plan that is designed to leverage strengths, close development gaps, and meet “next level” expectations from the organization.



Transition Coaching

Your leader must establish their credibility and accelerate learning and performance within their first 120 days. Our Transition Coaching has a dual purpose: First, we focus on the behaviors that a leader needs to leverage as well as develop in their new role. Second, we focus on a substantial transition plan to help them quickly accelerate their learning. This dual focus sets up a leader for success, creating an accelerated, smooth transition and faster time to impact.



High-Performance Coaching

We focus on how your leader is performing in their current role in context of the business objectives and strategic priorities for which they are being held accountable. The leader and coach craft a growth plan that focuses on the desired future state for both the leader and their team. With High-Performance Coaching, the goal is to help the leader be the best version of themselves and to drive higher impact within the organization.

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My goals going into coaching were to understand and rectify the disconnect between how I saw myself as a leader and how others viewed me. I achieved this through the discovery process. Learning how others saw me gave me the platform to set goals and understand my opportunities for self-improvement. The process my coach outlined was simple and we created measurable, achievable goals together. I have been able to take the tools I developed and make sustainable changes to be the kind of leader who can bring others along, especially during times of transformational change. The entire experience was nothing short of amazing for me.

—Stefanie Gefroh Ellison, MD, MBA, President – West Market, Essentia Health

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Measuring coaching for proof of impact

When you're making an investment in coaching, you deserve to understand the impact on your leaders, teams, and organization. To measure impact, we go a step further than "satisfaction" results. We measure the specific behaviors that a leader is working on to evaluate progress. With our approach, you receive a true measure of impact relative to behavior change and progress over time.

Simple, targeted, and easy to understand, our Progress Report clearly shows the improvements in behavior, acquisition of new skills, and development of new competencies that result from coaching and development.

Additional benefits of measurement:

- **Adds accountability:** By defining specific behaviors, skills, and competencies, the individual focuses their developmental efforts. And by asking a group of peers, employees, and their manager to rate their improvement, the individual holds themselves accountable to achieving those goals.
- **Supports and reinforces development:** Seeing that others recognize their improvement, individuals are encouraged to know that their time, effort, and energy are paying off.
- **Guides future development:** By providing a clear picture of what to do next, our Progress Report shows the individual how to keep learning, developing, and improving.
- **Transforms coaching:** With our Progress Report, coaching is transformed from a series of conversations into a well-defined, end-to-end process with measurable results.

Transformational team development and coaching

In addition to individual coaching, MDA also offers Team Development and Coaching solutions. Whether you have a new team, a team with new members and/or a new leader, or an existing team facing new challenges, we help accelerate impact. Our Team Solutions apply MDA's Awaken, Align, and Accelerate® framework to the collective.

First, we will help your team understand its strengths and development needs both as individual leaders and collectively as a team. Then we'll align around the best pathway to greater team effectiveness. The acceleration phase is comprised of team development sessions followed by team coaching. Team coaching is most powerful when a skilled executive coach joins team meetings to help members observe and reflect on their behaviors in real time as they discuss critical issues. Based on those reflections, the coach facilitates learning, generates insights, and helps the team make commitments to each other focused on the behaviors they want and need to elevate their performance and impact.



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Our proven, best practice approach is a true differentiator that delivers greater value and impact than other options. Our coaching solutions are:

- ✓ Grounded in strategic business context
- ✓ Aligned with and supportive of your talent strategies
- ✓ Designed to elevate leaders' impact at the most pivotal moments in their careers
- ✓ Built on our proprietary Awaken, Align, Accelerate® development framework
- ✓ Mapped to our assessments for holistic integration
- ✓ Adapted to your leaders' specific growth needs
- ✓ Measured for proof of impact

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MDA Leadership provided our executive team with assessments and coaching to figure out where our watch outs were. It's easy when everything's going well, yet knowing what to watch out for when people are under stress was one of the most valuable aspects of this experience. It was also important to understand how leaders can fit in, how we can be aware, how to set people up for success, and how to take people who are already successful and grow their toolkit. We've had strong results and retention amongst our senior team, so we give MDA all the credit.

—Mark Decker, Former CEO, Centerspace

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At MDA Leadership, we are devoted to developing extraordinary leaders. For 45 years, we have provided transformational development experiences for mid-to senior-level executives—the people who drive culture, engagement, performance, and impact. Our proprietary Awaken, Align, Accelerate® framework and purpose-driven coaching approach guarantee your leaders get exactly what they need to excel at pivotal career moments—whether preparing for the next more challenging role, transitioning into a new one, or elevating their impact right now. We equip your leaders to perform at their very best and elevate their team's success. And we measure the results of our work, so you have the utmost confidence in our engagement, your leaders, and the future of your organization.

Continuity Trust Partnership
RESULTS Sustainability Achievement
Collaboration Alignment Accord
Impact



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